

ORDER



Orders
Order / Rev: 708157 - 1
Alt Order #: 06289582
Product Desc: ANDREI FOR CONGRESS Flight 8/21-8
Estimate: 1645
Flight Dates: 08/21/12 - 08/22/12
Original Date / Rev: 08/20/12 / 08/21/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Cherny for State Treasurer
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 08/20/12 | 08/26/12 | 12 | \$8,575.00 | \$7,288.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| August 2012 | 12 | \$8,575.00 | \$7,288.75 | 0.00 |
| Totals | 12 | \$8,575.00 | \$7,288.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| KPNX | 22% | \$8,575.00 |
| Market | 100% | \$38,977.27 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KAET | 0% | \$0.00 |
| KASW | 0% | \$0.00 |
| KBCZ | 0% | \$0.00 |
| KBPX | 0% | \$0.00 |
| KDRX | 0% | \$0.00 |
| KMCC | 0% | \$0.00 |
| KNAZ | 0% | \$0.00 |
| KNXV | 18% | \$7,015.91 |
| KPAZ | 0% | \$0.00 |
| KPHO | 18% | \$7,015.91 |
| KPPX | 0% | \$0.00 |
| KSAZ | 27% | \$10,523.86 |
| KTFL | 0% | \$0.00 |
| KTVK | 15% | \$5,846.59 |
| KTVW | 0% | \$0.00 |
| KUSK | 0% | \$0.00 |
| KUTP | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

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 Flight Dates: 08/21/12 - 08/22/12

Advertiser: Cherny for State Treasurer
 Product Desc: ANDREI FOR CONGRESS Flight 8/21-8
 Estimate: 1645
KPNX

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|---|-------------------|---------------------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| 1 | KPNX | 08/21/12 | 08/22/12 | Tonight Show Tonight Show | CM | 1035-1135p | -TW---- | :30 | 2 | \$650.00 | P-2 | 0.00 | NM | 2 | \$1,300.00 |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/21/12 | 08/27/12 | -TW---- | 2 | | \$650.00 | | 0.00 | | | | | | |
| 2 | KPNX | 08/21/12 | 08/22/12 | M-F 4-5p 12 News EVB | CM | 4-5p (4:30 PM-5:00 PM) | -TW---- | :30 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| 12 NEWS EVB LIVE 430PM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/21/12 | 08/27/12 | -TW---- | 1 | | \$300.00 | | 0.00 | | | | | | |
| 3 | KPNX | 08/21/12 | 08/22/12 | M-F 5-530a 12 News Today | CM | 5-530a | -TW---- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| 12 NEWS TODAY ROTATION | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/21/12 | 08/27/12 | -TW---- | 1 | | \$150.00 | | 0.00 | | | | | | |
| 4 | KPNX | 08/21/12 | 08/22/12 | M-F 5-530p M-F 5-530p | CM | 5-530p | -TW---- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| 12 NEWS AT 5PM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/21/12 | 08/27/12 | -TW---- | 1 | | \$450.00 | | 0.00 | | | | | | |
| 5 | KPNX | 08/21/12 | 08/22/12 | M-F 530-6a 12 News Today | CM | 530-6a | -TW---- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| 12 NEWS TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/21/12 | 08/27/12 | -TW---- | 1 | | \$175.00 | | 0.00 | | | | | | |
| 8 | KPNX | 08/21/12 | 08/22/12 | M-F Today Show 7-9a NBC Today Show | CM | 7-9a | -TW---- | :30 | 2 | \$450.00 | P-2 | 0.00 | NM | 2 | \$900.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/21/12 | 08/27/12 | -TW---- | 2 | | \$450.00 | | 0.00 | | | | | | |
| 9 | KPNX | 08/21/12 | 08/22/12 | 12 News 10pm M-SU 12 News 10 pm M-Su | CM | 10-1035p | -TW---- | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| 12 NEWS AT 10PM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/21/12 | 08/27/12 | -TW---- | 1 | | \$1,300.00 | | 0.00 | | | | | | |
| 10 | KPNX | 08/22/12 | 08/22/12 | Wed Prime B AGT | CM | 8-9p | --W---- | :30 | 1 | \$4,000.00 | P-2 | 0.00 | NM | 1 | \$4,000.00 |
| AGT - NEW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | --W---- | 1 | | \$4,000.00 | | 0.00 | | | | | | |
| 11 | KPNX | 08/22/12 | 08/22/12 | M-F 5-6a 12 News Rotation | CM | 5-6a | --W---- | :30 | 2 | \$0.00 | P-1 | 0.00 | NM | 2 | \$0.00 |
| w/value \$175 each LUR adjustment w/o 8/5-8/12 per Mike | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | --W---- | 2 | | \$0.00 | | 0.00 | | | | | | |

*Tax 1 Note: Tax 0.5%.